This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Currently Amended) A~~n~~ ~~system~~ apparatus comprising:

a processor;

a memory having stored therein computer executable instructions, that when executed by the processor, cause the apparatus to perform a method of:

receiving a broadcast; and

morphing an interactive channel bug into the received broadcast,

wherein the interactive channel bug is used to facilitate

interactivity without the need for tuning to a dedicated channel associated

with interactive services and to provide the received broadcast and the

interactive channel bug to the display.

~~a display; and~~

~~a receiver to receive a broadcast and, in accordance with computer-readable instructions executed by the receiver, to morph an interactive channel bug into the received broadcast without user intervention, the interactive channel bug to facilitate interactivity without the need for tuning to a dedicated channel associated with interactive services, and to provide the received broadcast and the interactive channel bug to the display.~~

2.   (Currently Amended) The ~~system~~ apparatus of claim 1, wherein the interactive channel bug is a graphical object.

3.   (Currently Amended) The ~~system~~ apparatus of claim 2, wherein the graphical object includes an interactive broadcast channel branding logo.

4.   (Currently Amended) The ~~system~~ apparatus of claim 1, wherein the ~~receiver~~ interactive channel bug is selectively ~~causes the interactive channel bug to appear or~~ morph<u>ed</u>.

5.   (Currently Amended) The ~~system~~ apparatus of claim 1, wherein the interactive channel bug is a launching point for interactive services.

6.   (Currently Amended) The ~~system~~ apparatus of claim 1, wherein the interactive channel bug launches a functionality determined by a broadcaster or network operator, the functionality capable of changing over time.

7.   (Currently Amended) The ~~system~~ apparatus of claim 1, wherein the form of the interactive channel bug is to change to indicate the availability of new interactive services.

8.   (Currently Amended) The ~~system~~ apparatus of claim 7, wherein a changed form of the interactive channel bug indicates the availability of interactive services associated with the broadcast.

9.   (Currently Amended) The ~~system~~ apparatus of claim 7, wherein a changed form of the interactive channel bug indicates the availability of interactive services associated with a purchase of products or services.

10.   (Currently Amended) A method for a display system comprising:
        receiving a broadcast;
        receiving an interactive channel bug;
        morphing, ~~according to computer-readable instructions executed by a receiver at which the broadcast is received,~~ the interactive channel bug into the broadcast ~~in the receiver without user intervention,~~ wherein the interactive channel bug is used to facilitate interactivity without the need for tuning to a dedicated channel associated with interactive services; and
        providing the broadcast and the interactive channel bug to a display system.

11.   (Original)   The method of claim 10, wherein the providing of the broadcast and interactive channel bug includes providing the interactive channel bug as a graphical object.

12.   (Original)   The method of claim 11, wherein the graphical object includes an interactive broadcast channel branding logo.

13.   (Original)   The method of claim 10, further comprising selectively causing the interactive channel bug to appear.

14.   (Original)   The method of claim 10, further comprising launching a functionality determined by a broadcaster, the functionality capable of changing over time.

15.   (Original)   The method of claim 10, further comprising indicating an availability of new interactive services by changing a form of the interactive channel bug.

16.   (Original)   The method of claim 15, further comprising indicating an availability of interactive services associated with the broadcast by the changed form of the interactive channel bug.

17.   (Original)   The method of claim 15, further comprising indicating an availability of interactive services associated with a purchase of products or services by the changed form of the interactive channel bug.

18.   (Currently Amended)   A machine-readable storage medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

> receiving a broadcast;
>
> receiving an interactive channel bug;
>
> morphing, ~~according to computer-readable instructions executed by a receiver at which the broadcast is received,~~ the interactive channel bug into the broadcast ~~in the receiver without user intervention,~~ wherein the interactive channel bug is used to facilitate interactivity without

the need for tuning to a dedicated channel associated with interactive services; and

provided the broadcast and the interactive channel bug to a display system.

19.   (Previously Presented)   The machine-readable medium of claim 18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: providing the interactive channel bug as a graphical object.

20.   (Previously Presented)   The machine-readable medium of claim 19, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: providing the graphical object as an interactive broadcast channel branding logo.

21.   (Currently Amended)   The machine-readable medium of claim ~~17~~18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: selectively causing the interactive channel bug to appear.

22.   (Currently Amended)   The machine-readable medium of claim ~~17~~18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: launching a functionality determined by a broadcast, the functionality capable of changing over time.

23.   (Currently Amended)   The machine-readable medium of claim ~~17~~18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: indicating an availability of new interactive services by changing a form of the interactive channel bug.

24.   (Previously Presented)   The machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: indicating an availability of interactive services associated with the broadcast by the changed form of the interactive channel bug.

25.   (Previously Presented)   The machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: indicating an availability of interactive services associated with a purchase of products or services by the changed form of the interactive channel bug.

26-28. (Cancelled)

29.   (Currently Amended) A method for providing interactive content comprising:
        capturing and analyzing a video stream to locate a non-interactive broadcast bug;
        determining a position of the non-interactive broadcast bug;
        aligning, ~~according to computer-readable instructions executed by a receiver at which the video stream is received,~~ an interactive bug over the non-interactive broadcast bug at the position~~, in the receiver~~ without user intervention; and
        displaying the interactive bug over the broadcast bug within the video stream.

30.   (Previously Presented) The method of claim 29, further comprising: interacting with content using the interactive bug.

31.   (Previously Presented) The method of claim 29, wherein the content is enhanced, interactive television (TV) content.